# Instagram Tactic #1: Hashtag the right way

H2GY1K

LECTURE SUMMARY

## Covered in this lecture:

### Using hashtags

- **Hashtags are clickable ways to categorize your posts with topics and other keywords so that people who don't follow you can easily find them**
  - The maximum number of hashtags you can add to a post is 30, but 5-10 is probably ideal
  - The hashtags should be relevant to the post - think about what your target audience would search for
  - Look up the hashtags and see what kind of posts show up for them - sometimes they're not what you think and the hashtag might not be relevant for you
- **Create your own branded hashtags and encourage other people to use them**
  - See what hashtags your competitors are using
- Mix up your hashtags, don't put the same ones for every single post - the Instagram algorithm doesn't like that & you want to get as much exposure as you can
  - Hashtags also help you show off your personality